

## Midwestern Regional News

### Aprons fly in K mart race

**Liberal, KS**—The annual Pancake Day Race pits housewives of Liberal, KS against those of Olney, England. The object of the race is to dash 415 yards as quickly as possible through the main streets carrying a frying pan with a pancake in it. Winners are timed by stopwatch and compared by transatlantic telephone to determine the International Pancake Racing Champion.

This has gone on in Liberal since 1950. The Pancake Day Race in Olney dates back over 500 years, the custom being to race to the church when the shriving bells rang.

As the story goes, it all started when a housewife was using up cooking fats, forbidden during Lent, to make pancakes on Shrove Tuesday. When the bell tolled calling all to the service, in her haste she forgot to remove her apron, and ran to the church with a skillet in hand. Her neighbors, not to be outdone, got into the act the next year, and carried their skillets to the church, so it became a contest to see who could reach the church steps first.

To carry on the tradition, the staff at **K mart 9182** ran their own Pancake Day Race, with great success. Pancake Day is held the first Tuesday of February each year. **K mart 9182** held their race the day after.

### Good-idea people pepper region

**Eau Claire, WI**—Conserve markdowns is the theme at **K mart 4051** and the leader of the effort is Hans Berres, store manager. Last fall, instead of selling out his crocus bulbs at the end of the season at a loss, he had them potted. Today he is selling blooming crocus at the super price of \$1.97. "The customers are buying them by the cartloads," says Store Reporter Mark Van Helden.

**Champaign, IL**—**K mart 4019** dubbed Dave Gaumer, security manager, the inventor in their midst. He created a timesaver for his office, and for anyone else who has the task of reading register detail tape.

The wooden box he designed holds the tape on one end, and as it is read, it is rewound on the other end. In the center is a flat surface for making notations on the tape.

"Anyone who reads a detail tape would appreciate this timesaver, which can be adjusted to fit any size detail tape," writes Marilyn Dawdy, store reporter. "Thanks, Dave, for finding the answer to the run-away tapes—they were always a problem!"

**Danville, IL**—Camera Manager Steve Pintar has definite proof that customers stay with **K mart 4030**. During a recent Polaroid promotion, a customer traded in a Kodak Super 27 still in working order which he bought 15 years ago when 4030 opened. For it, he purchased a One Step and with the savings, left the camera department a very satisfied customer.



### Stand back! It's the gong show at 7023

**Aberdeen, SD**—Flashing eyes, clicking castanets, swirling skirts and then the ominous gong! It was all part of the show staged at **K mart 7023** at a recent birthday breakfast.

Winner was the Unknown Comic, secretly known as Ron Finwall from the toy department. Amid a rain of balloons and confetti, Ron won the check for 13 big ones and seven little ones, plus the gong trophy.

*Seniorita Norma Krantz from the toddlers' and infants' department at 7023 was one of the contestants in the store's gong show.*



**Minot, ND**—In the photo finish picture, above, you see Jack Wineinger, manager of **K mart 4353**, coming in under the panty flag on Midway 4353. The management team raced around the speed track on Little Green Machines, Spiderman or Police Hot Cycles, wearing Swat helmets for safety, as part of a birthday breakfast.

### Dream into spring photo poll



Top, l to r, Carol, Erin, Cathy, Bob, Don; l to r, Ron, Rose, Bev, John.

**Quincy, IL**—After not seeing the bare ground in Quincy since December 27, and having five more inches of snow added to the piles on March 7, the following question was posed to **K mart 4433** employees:

Imagine that tomorrow is your day off. It is 70 degrees, the ground is warm and dry . . . what would you do?

Carol Kuhn: I'd get out and wash my windows!

Erin McNeil: I'd get on my bike, ride to the park and spend the day in the sun!

Cathy Mehan: I'd have a party—outside.

Bob Turek: I'd start working with my horses for the spring horse show season. We're getting a late start.

Donald Fregeau: I guess I'd take the kids to the woods for a hike.

Ron Borger: I'd be out playing tennis.

Rose Coleman: I'd go to an open space and fly a kite; it's been ages.

Bev Meleney: Wash my windows, clean my house and then head outside.

John Ellsworth: If I could get to Chicago, I'd visit the Morton Arboretum. The trees would be beautiful there.



### Easter choice

**Willowbrook, IL**—While shopping in the fashion accessories department at **K mart 4459**, 13-month-old Erin Tobias chose her Easter bonnet for 1978. Erin's godfather is her uncle, Kevin Campion, assistant manager at **K mart 3190**, Duluth, MN.